

Hoffman Estates

CHAMBER of Commerce and Industry

NEWSLETTER

May 2009

Bring the Family and Enjoy the Fun! Bring family, friends and the whole neighborhood!

Chamber members -- spread the word that this event is open to the whole community!

Grab your fishing gear and come to South Ridge Lake for the Community Fishing Derby. Scores of tagged fish worth \$25-\$100 sponsored by local businesses will be put into the lake for you to snag.

There is even a fish worth a \$1,000 gift card at Cabela's. There will be door prizes, goody bags and t-shirt give aways. Food vendors will be on hand so you don't have to pack a lunch!



There are no age or residency restrictions and no fishing license is necessary. Just be sure that you and all the anglers in your group are registered before they start fishing. You can register at the **Chamber Office** (2200 Higgins Road), **Cabela's** (5225 Prairie Stone Parkway) or either of **Hoffman Estates Community Bank's** two locations (1375 Palatine Road and 2497 West Golf Road.)

There is still time to sponsor a fish and get one of our sponsorship posters for your store window. These attractive posters are starting to pop up all over Hoffman Estates. Be on the look out for one of our generous sponsors and then come out and try to catch their sponsored fish on June 6.

Many Thanks to our benefactor **Sears Holdings Corporation** and major sponsors **Hoffman Estates Community Bank** and **Cabela's**, as well as **Active Foot and Ankle Center**, **Alden Poplar Creek**, **AT&T**, **BIK & Co, LLP**, **BT&D Big Graphics**, **Carpenters Union Local 839**, **Daily Herald**, **Fed ExKinkos**, **Harris Bank**, **Hoffman Estates Park District**, **Marylee Nowak Re/Max Suburban**, **St Alexius Medical Center**, and **Village of Hoffman Estates**.

Make Connections with Business on Course

Chamber Golf Outing on May 12 at Poplar Creek Country Club

Shotgun start begins at 12:30pm.

Enjoy lunch, driving range, dinner buffet, cocktails, raffle prizes and games on every hole. Don't miss out on a great game of Golf and a chance to network with clients, staff, friends or other Chamber Members. Register today. Call the Chamber office, (847) 781-9100.



Thanks to our sponsors: **Muller's Woodfield**, **Acura**, **Harris Bank**, **Dr Craig Bernacki**, **Daily Herald**.



Member News

Saint Hubert Church, (847) 925-6005, has a job and networking ministry with free career services for job seekers. Volunteers present about 55 events annually at local churches of every denomination. Over 12,000 people have been assisted since 2003. Donations cover expenses, which have risen with the unemployment rate. The Ministry is requesting contributions to cover printing costs, copier repair, and supplies. Please send donations to the Ministry at 729 Grand Canyon, Hoffman Estates, IL 60194.

Sears Centre Arena (847) 649-2222, announces that Yanni will appear live in concert on Friday, May 29. This multi-platinum recording artist is known for his spectacular and engaging live performances. He will bring a new and exciting dimension to the show with the addition of four extraordinary vocal talents – Nathan Pacheco, Chloe, Ender Thomas and Leslie Mills – all featured on his new PBS special and his new CD

release – *Yanni Voices*. Tickets are available at the Sears Centre box office, all Ticketmaster locations, or by calling (800) 745-3000.

The Hoffman Estates Park District, (847) 885-7500, announces that its preschool is expanding its state licensed and nationally accredited preschool program by opening a new full day preschool child care center at the Community Center & Ice Arena, 1685 W. Higgins Road. The new center is tentatively set to open August 31, 2009. The new child care center is called the Early Learning Center and will be open year-round, Monday-Friday, from 7:00 a.m. – 6:00 p.m. To register or for more information, contact Alisa Kapusinski, Program Manager, at (847) 781-3631.

Schaumburg Township District Library, (847) 985-4000, has a variety of resources available for small business owners, including the Internet usage, outgoing fax service, market research reports, industry surveys, business trends

information and a numerous of databases. Job seeker resources include job-related websites, specific local job leads, and networking resources. Go to <http://www.stdl.org/census2010.asp> or call (847) 985-4000.

School District U-46, (847) 888-5000, recently approved a new family and community engagement policy which recognizes the importance of parent and family engagement in ensuring the success of each student. Under the policy, the Board expects the school district to establish a culture of best practices for engaging parents/ guardians and families in support of academic achievement for all students. The policy also requires the District and all schools to provide evidence of parent/guardian and community outreach activities and initiatives. Superintendent Jose M. Torres recently announced a central office reorganization that includes the establishment of an Office of Family and Community Engagement.

Chamber Candidates' Night Puts Issues on the Table

It was Democracy in action as nearly 100 people turned out for the Chamber's Candidates Night March 30 in the Village Hall to hear 39 community members running for Village, Township and School District offices list their qualifications and ask for voter support in the April 7th elections.

The Chamber sponsored event was organized by Government Relations committee and previewed a new function room capability for the Village that played out very well over the course of more than four hours of remarks and questions and answers.

Chamber Chairman of the Board Tony LaFrenere of the Hoffman Estates Park District welcomed those gathered to start the program, thanked Mayor McLeod and Manager Jim Norris for the use of the new facilities, and then turned proceedings over to Georgeanne Mehr of the Hoffman Estates Community Bank, Chair of the Government Relations Committee, who served as master of ceremonies for the evening.



Each candidate was given three minutes to state his or her qualifications and platform under the able timing of committee members Pete Justin and Bernie Kamenear.

Elected Village officials began the proceedings starting with Mayor McLeod and including, trustees Jackie Greene, Ray Kincaid, Karen Mills, and Village Clerk Bev Romanoff. All used their time to briefly outline their focus for the new terms for which they are running. All were running uncontested.

Hanover, Schaumburg, and Palatine Township candidates were next with



the School Districts closing out the program.

Accountability, Transparency, Finances and Technology were the major themes of the evening among all the candidates with the effects of the current recession and the general political climate driving candidates' remarks.

"The evening went very well and highlighted the great interest the residents of the area have in their community government," said Chairman LaFrenere. "The high level qualifications of those running speaks well for our future."

THE SMALL STREET JOURNAL

Customer Service Secrets for Winning Back Customers

Apply these service secrets to your customers' experience and you will increase customer satisfaction, customer retention and win back customers to increase your bottom line.

Start with a Positive Attitude – Look at any customer service situation as a challenge and an opportunity to learn, grow and take care of the customer's needs. Start with a positive attitude that says, "I want to help you and together, we will find a solution."

Listen with Empathy – Put yourself in the customer's shoes, experience his/her pain and communicate to the customer you understand the pain. You can communicate your understanding of their pain by saying, "Thank you for sharing your concerns with me. If I were in your shoes, I would feel the same way."

Take Ownership – Don't make excuses for what happened with the customer. Apologize and take ownership for what happened. The sooner you take ownership of the customer service challenge, the sooner you can take ownership of the customer service solutions.

Communicate Your Plan of Action – Let the customer know what you are willing to do to take care of his/her concerns. The customer becomes frustrated

when he/she feels uninvolved or uncertain as to what you are planning for the solution. Ask for the customers' commitment to the plan before proceeding with the action.

Take Action – The most important customer service secret is taking action. You can go through all the other customer service secrets and if you don't take action, all your actions and credibility are lost. You increase customer retention when you make sure you deliver more than what is promised. Act quickly, act with a quality solution and act with integrity.

Ask for the Business – Let the customer know that you don't take his/her business for granted. It's even more important that you express to the customer that you would like his/her business. You can also give an extra incentive to the customer for acting now to continue giving you the business. It can be as simple as a discount coupon or some other special offering.

"Why not go out on a limb? Isn't that where the fruit is?"

— Frank Scully, American writer

Contributed by:

Barbara Wold, International Speaker, Author and Business Strategist, "Train the Trainer" Programs

bwold@ix.netcom.com

Ribbon Cutting Celebrates Dominick's Remodeling

"Wow" seemed to be the word on people's lips as they saw the completely remodeled Dominick's store at 2575 W. Golf Road. The March 6 morning ribbon cutting was followed by an afternoon and evening preview party. The entire store has been totally redone and it is beautiful.

Pictured above are Village and Chamber officials and the Dominick's Hoffman Estates Team: Clare Galloro, General Manager; Joe Gorence, Manager; Maureen Montalbano, Starbucks Manager; Sergio Valdivia, Produce Manager; Jim Johnson, Meat Manager; Lisa Eckert, Deli Manager; Herman Greinke, Dominick's District

Manager; Don Keppta, Dominick's President; Dan Vasko, Hoffman Estates Dominick's Store Manager; Mayor William McLeod; Tony LaFrenere, Chamber Chairman (behind Mayor McLeod); State Representative Fred Crespo; Trustee Karen Mills; Village Clerk Bev Romanoff; Dr Robert Stenberg, Active Foot and Ankle Center; and Jim Cook, Daily Herald.



Check Out These Exclusive Offers for Chamber Members Only

The Hoffman Estates Chamber of Commerce and Industry Partners with Constant Contact® to Help You Grow Your Business with Email Marketing

Use the leading email marketing service to connect with your customers - and take advantage of a special member benefit

The Hoffman Estates Chamber of Commerce and Industry has partnered with Constant Contact®, the leading email marketing service for small businesses, to bring you a great way to stay in touch with your most important audience: your customers. With Constant Contact, email marketing is easy, affordable, & effective.

In just minutes, you can:

- Send great-looking email newsletters, promotions and announcements
- Build and manage your email addresses
- Communicate consistently with your customers and prospects
- Track which customers are opening your emails and links they are clicking on.

And because you are a member of the Hoffman Estates Chamber of Commerce and Industry, you qualify for a **special discount**. If you prepay for six months, you receive a 20% discount. Prepay for a year and save 25%! There's no better time to try email marketing. If you haven't opened an account yet, you can start with a 60-day free trial. To begin your trial, log on to constantcontact.com

If you already have a Constant Contact account and would like your discount, please send an email to businesspartner@constantcontact.com with your user name telling them you are a member of the the Hoffman Estates Chamber of Commerce and Industry.

Office Depot Offers Chamber Members the Opportunity to Save Time & Money on Office Supplies

Office Depot is offering a new Chamber member benefit.

Did you know . . .

- The average employee consumes \$350 of office supplies each year.
- 25% of all office supply expenditures is for copy paper and toner.
- Companies in the Office Depot Program save an average of \$150 per employee per year.

Impact your bottom line by taking advantage of the Chamber's Office Depot Program. This member benefit puts the power of purchasing in your control. Using the buying power of our 1,300 members, as well as thousands of chamber members nationwide, we are able to provide you with substantial discounts on a variety of office products and supplies from Office Depot.

Program highlights:

- Deep discounts on a core list of 232 most ordered office supplies, including paper and toner.
- Guaranteed savings of at least 10% on orders over \$150.
- Free next day delivery on in-stock items.
- 50% off all in-store copy, print and binding services.
- Four convenient ways to order: online, phone, fax, or in the retail store with as store purchasing card.
- Significant savings on technology products through Tech Depot.

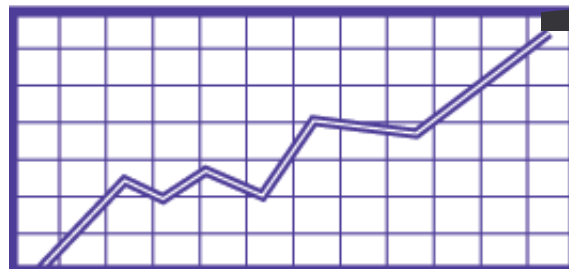
Ordering is easy. Every Chamber member is automatically entitled to the savings! Call the Chamber office today to get set up to receive your discounts.

Plug Your Company Into the 'Power of Email Marketing'

The Chamber will be hosting "The Power of Email Marketing Seminar" on Thursday May 7 from 9:00 a.m to 11:00 a.m. at the Village Hall.

Steve Robinson from Constant Contact will be presenting the class. Learn how to make email marketing work for you! You will discover how email marketing works and learn about best practices and tips, and strategies to create effective email campaigns. The seminar will include case studies of successful email marketing campaigns. Don't miss it!

Please consult the enclosed flyer for details and registration form.



Meet the Chamber's 2009 Scholarship Winners

Thank you to all of our applicants and judges who participated in our 2009 Scholarship program. The quality of the applications this year made the selection process very difficult for our judges.

Graduating High School Senior: Megan Evans, Sponsored by Key Financial Insurance Agency

Megan has a very strong work ethic and balances her two hour basketball practices where she is the Co-captain with a full load of academic pre-college courses. She also is on the Student Council, National Honor Society and has done volunteer work with JDRF Walk to Cure Diabetes and Market Day. Her special recognitions include Illinois State Scholar, AP Scholar, and a Varsity Letter. She will be graduating from Hoffman Estates High School and is still exploring several Universities for her continued studies in Political Science.



Current College Student: Alyssa Russo, Sponsored by The Village of Hoffman Estates

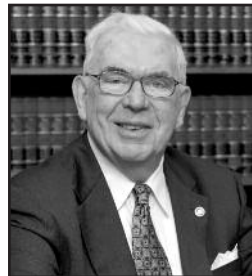
Alyssa has worked as a waitress/hostess and beauty consultant. Her volunteer activities and state leadership roles include Pi Beta Phi Fraternity, President of Amnesty International, National Honors Society, and Varsity Track and Field. She has also receive special recognition with the Marquette University Ignatius Scholarship for academics and community service. Alyssa currently attends Marquette University and is majoring in Biomedical Sciences.

Congratulations to these fine students and their proud parents. Best wishes for a bright future.

Community Loses Long-Time Local Attorney

John Porter Kelley, 78, a long-time leader in Schaumburg politics and patriarch and founding partner of the law firm of Kelley, Kelley & Kelley, died in March.

Shortly after passing the bar and moving to Hoffman Estates in 1958, Mr. Kelly opened his law practice. In the first few years, his was the only law office located in Schaumburg and Hoffman Estates. For more than 50 years until the time of his death, Mr. Kelley practiced law in the Schaumburg area. He founded the firm of Kelley, Kelley & Kelley where he practiced law with four of his sons, William, Thomas, Martin and Matthew. Kelley, Kelley and Kelley has been a Hoffman Estates Chamber member and supporter since 2003.



Mr. Kelley served as prosecutor for the Village of Hoffman Estates from 1963 to 1970. Over the years he was a candidate for several political offices. He was a founding member of St. Hubert Catholic Church, and a past president of the St. Viator High School Lay Advisory Board, where all seven of his sons attended high school. He was active in numerous charitable and civic organizations.

"My father, after losing his parents at age 18, and putting himself through college and law school while driving a taxi cab at night, instilled a strong work ethic in our entire family, insisting that each of his children pay for their college and law school education," said his son, Judge Thomas J. Kelley.

"My father was the embodiment of compassion, integrity, perseverance and wisdom. He instilled a deep sense of justice, civic and community service in all of his children," said his partner and son, Martin C. Kelley.

Happy Anniversary!!!!

Please join us in recognizing the following organizations and individuals who are celebrating the anniversary of their membership in the Chamber during May.

Schaumburg Township District Library*	18 years
Dominick's	17 years
Fabbrini's Flowers	16 years
Finer Line Engraving	15 years
Mumm the Clown	15 years
Woodfield Nissan**	15 years
Hampton Inn & Suites	12 years
Dairy Queen of H.E.	8 years
Heritage Plumbing	7 years
Costco Wholesale	5 years
BT&D Big Graphics**	4 years
Domino's Pizza of H.E.	4 years
First American Bank	3 years
National City Bank**	3 years
Prairie Stone Sports & Wellness Center	3 years
Arlington Park Racecourse	2 years
Babies 'n Beds 4 The Kids Room Too	2 years
Hoffman Estates Community Bank South**	2 years
Vemma Distributor	2 years
Volt Services Group	2 years
Globe Marketing Partners, Ltd.	1 year
Penny Road Pub	1 year

*Charter member

**Platinum member

SPREAD THE WORD about the products & services your company offers. These Chamber members can help you tell the world what you do!

Check out what's available from these Chamber members!

Advertising

Jake Can Do (224) 578-9954
Town Planner (847) 844-0162

Advertising Specialties/Awards

Finer Line Engraving Shoppe (847) 884-1611
Plum Grove Printers (847) 882-4020

Newspapers/Magazines

Chicago Tribune (312) 307-7242
Daily Herald (847) 427-4640

Telecommunications/Point of Sale Systems

AT&T (847) 248-8616
Clearchoice Mobility (847) 645-0800
Cross Points, Inc. (847) 888-1800
DataTel, Inc. (847) 519-0753
U.S. Cellular (847) 645-0663
Verizon Wireless (847) 645-0190

Trade Show/Exhibits

BT&D Big Graphic (847) 428-5990
Sign-A-Rama (847) 884-1162
Signs Now (847) 885-8900
Stonegate Conference & Banquet Ctr. (847) 884-7000

Cabling/Wiring

Comcast (847) 585-6731
DataTel, Inc. (847) 519-0753

Website Design/Marketing

360 Scenes (224) 623-4145
Bending Design, Inc. (847) 844-8640
Developwebsites (847) 797-9825
Floodlight Design (224) 805-0823
Jake Can Do (224) 578-7600
Links Technology Solutions (847) 252-7600

Publishing/Desktop Publishing

AlphaGraphics (847) 490-3660
Village Profile.Com (847) 468-6800
Write Stuff (847) 382-1467

Marketing/PR

Brilliant Event Planning (630) 915-7954
Globe Marketing Partners, Ltd. (312) 867-9840
Lee Wayne Corporation (847) 630-3055
Tickets & Co. (847) 487-6300
Tom Rivera & Associates, LLC (847) 619-7763

Printing/Typesetting

AlphaGraphics (847) 490-3660
FedEx/Kinkos (847) 524-0723
FedEx/Kinkos (847) 882-5532
Minuteman Press (847) 839-9600
Plum Grove Printers (847) 882-4020

Signs/Calligraphy/Engraving

BT&D Big Graphic (847) 428-3907
FedEx/Kinkos (847) 882-5532
Finer Line Engraving Shoppe (847) 884-1611
Sign-A-Rama (847) 884-1162
Signs Now (847) 885-8900

Graphic Design

Admin & Beyond, LLC (800) 850-6962
Bending Design, Inc. (847) 844-8640
BT&D Big Graphic (847) 428-5990
Jake Can Do (224) 578-9954
Signs Now (847) 885-8900

Postal/Mailing Service

FedEx/Kinkos (847) 882-5532
Mitcor Business Support Services (847) 490-1504

Clip & save 

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We'd Like You to Meet ...

Each issue of the Chamber newsletter includes an interview with two Chamber members whose names were selected at random. It's our way of helping our members become more acquainted and of saying "Thanks for being a part of the Hoffman Estates Chamber of Commerce." If you would like to be featured, please call the Chamber office.

photo by Jet Photo Lab



Name: Elizabeth McBride,
Sales Executive,
Energy Conservation Resources

Phone number: (847) 845-6184

How long in business: 6 months

Born in: Detroit, Michigan

Professional background: Corporate
Real Estate – Commercial/Industrial;
Executive Administration; Point of Sales Technology, QSR
(Quick Serve Restaurants) Industry

I'd like you to know: Energy Conservation Resources, Inc. (ECR) has a commitment to reducing global warming through the sales of environmentally friendly products and services. The IER Energy Savers (ES) are designed to provide significant savings on your electric bill, and increase the life of your electrical motors as well as providing surge protection for the entire home or facility. The ECR ES unit fine-tunes all electrical systems by reducing electrical energy waste. Using methods employed at large industrial complexes, and redesigned as a compact consumer level unit, you can reclaim and recycle electrical energy in your own home or business. Customers using the ECR ES unit have realized savings up to 30% on their monthly power bills. Not only does the ECR ES unit save money on power, but it actually extends the life of the motors and other devices in your home or business by increasing the capacity of the equipment by allowing it to run cooler and by protecting against power surges. Cleaner and Greener Certified, Underwriters Laboratory (Tested and Listed), RoHS, Us Green Building Council, Canadian Standards Association (Certified)

Interesting facts: The IER ES unit is a UL listed product with a five year warranty on businesses and 12 year warranty on residential and with up to 30% energy savings; and has a potential return on investment of less than 12 months on residential and 18 months on a business. It also reduces EMF cancer causing emissions.

The best business advice I ever heard: Treat every customer the way you want to be treated. We are consumers first, as well as selling products or services and would expect to be treated with kindness, honesty and intelligence.

The way I plan to participate in the Chamber is: As much as I can with the desire to serve and stay connected to my community.

My idea of a great meal is: Whole pure and organic.

My prized childhood possession: A bald-headed baby doll with a red one piece outfit.

My first job: At a pizzeria when I was 15 years old. Gained 12 pounds that summer!

Three words that describe me: Passionate, intense, highly motivated

Name: Karin Murray, owner,
Aktiva, LLC

Phone number: (847) 687-7407

How long in business: 3 years

Born in: Stamford, Conn.

Educational background: BS in
Business from Marquette
University

I'd like you to know: Aktiva provides tasteful, professional service allowing you to run your business while Aktiva runs your office. Whether it is weekly bookkeeping, semi-monthly payroll, monthly auditing, marketing mailings, or creating custom employee manuals, Aktiva is at your service. Let Aktiva clean up your business to-do list.

Interesting facts: Aktiva is the German word for assets. All of Aktiva's clients are repeat clients.

The best business advice I ever heard: Kill 'em with kindness.

The best business advice I could give: Always be kind, and don't burn any bridges.

My first job: Retail clerk when I was 16 years old.

The way I plan to participate in the Chamber is: Network, network, network.

The last good movie I saw: *Forest Gump*

My idea of a great meal is: Anything I don't have to prepare.

The best advice my mother ever gave me: Stay organized.

If I've learned one thing in life, it's: There is plenty to think about, but nothing to worry about.

Nobody knows I: Speak German.

My prized childhood possession: A stuffed monkey named George.

My goal in life is: To be the best I can be for others.

To me, a really good day is: When my kids are happy.

If I won the lottery, I would: Secure my children's futures, donate to my favorite charities, buy shoes (a lot!) and continue working.

The best time of my life: When my kids were born, and when they are happy.

I have always wanted to: Go to London.

If I could drive any vehicle, it would be: Anything that could avoid traffic

Three words that describe me: Trustworthy, professional, organized



Board of Directors

Tony LaFrener, Chair Hoffman Estates Park District	(847) 781-3634
Karen Mills, Vice Chair Barrington Square Improvement Assn	(847) 885-1157
Linda Scheck, Secretary Village of Hoffman Estates	(847) 781-2664
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Kathy Musial Bik & Co., LLP	(847) 358-1170
Jim Norris Village of Hoffman Estates	(847) 882-9100
Misty Redman Sears Holdings Corp.	(847) 286-1535
Linda Gump, St. Alexius Medical Center	(847) 884-3759
Dr. Robert Steinberg Active Foot & Ankle Center	(847) 885-8806
Ginny Roncoli Harris Bank	(847) 885-3366
Mayor Bill McLeod Village of Hoffman Estates	(847) 882-9100
Jim Cook Daily Herald	(847) 427-4380
John Haniotes Hoffman Estates Community Bank	(847) 842-9981
Mike Hanson Alliance for Affordable Health	(847) 401-6049
John Moser The Stonegate Conf. & Banquet Ctr.	(847) 884-7000
George Moser, Dir. Emeritus Charter National Bank and Trust	(847) 882-1000
Allen Gabe, Legal Counsel Gabe • Calzasretta LLC	(847) 241-5000
Cheri Sisson, President Hoffman Estates Chamber of Commerce	(847) 781-9100

Opportunity Knocking: Calendar of Upcoming Chamber Events

May 2009

Tues., May 5	Expo Committee	8:30 A.M.
Tues., May 5	AM Business Connection Committee Meeting	10:00 A.M.
Thurs., May 7	The Power of Email Marketing Seminar	9:00 A.M.
Mon., May 11	Membership Committee	8:00 A.M.
Tues., May 12	Annual Golf Outing	12:30 P.M.
Wed., May 13	Business After Hours/Wellness Place	5:00 P.M.
Thurs., May 14	The Exchange	7:30 A.M.
Fri., May 15	Government Relations Committee	12:00 noon
Thurs., May 21	Chit & Chat/Millrose Restaurant	11:30 A.M.
Mon., May 25	Memorial Day/ Chamber office closed	
Tues., May 26	AM Business Connection/ Romano's Macaroni Grill	7:30 A.M.
Thurs., May 28	The Exchange	7:30 A.M.

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May 2009



2200 W. Higgins Road, Suite 201
Hoffman Estates, Illinois 60169
847-781-9100 FAX: 847-781-9172

Hours: Monday-Thursday -- 9:00 AM-4:30 PM
Friday - 9:00 AM-1:00 PM

Website: <http://www.hechamber.com>
E-mail: info@hechamber.com
Cheri Sisson, President

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Our Mission Statement: "To effectively promote and advocate for the interests of the Hoffman Estates area business community."

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